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May 11, 2005

Via Electronic Filing

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, D.C. 20554

Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167

Dear Ms. Dortch:

Pursuant to section 1.1206(b)(2) of the Commission's rules, we hereby submit this notice regarding an *ex parte* meeting in the above-referenced proceeding.

On Wednesday, May 11, 2005, representatives of the Children's Media Policy Coalition ("Coalition") met with Commissioner Adelstein and his Legal Advisor Eric Bash. Coalition members in attendance were: Gloria Tristani of the Office of Communication of the United Church of Christ, Inc.; Todd Haiken of the National PTA; Marjorie Tharp of the American Academy of Pediatrics; Dr. Dale Kunkel of the University of Arizona; Patti Miller of Children Now; Dr. Michael Brody of the American Academy of Child and Adolescent Psychiatry; Jeff McIntyre of the American Psychological Association; Angela Campbell, Brian Stone, and Jennifer Prime of the Institute for Public Representation at Georgetown University Law Center.

The Coalition members thanked the Commissioner for his role in the adoption of the September 9, 2004 Order in the above referenced proceeding. Coalition members explained that the Commission's rules were an appropriate adaptation of Commission policies, such as the ban on host selling, to digital technologies. Coalition members urged the Commission not to, on reconsideration, weaken the rules the Commission adopted.

The Coalition members also discussed the Comments and Reply Comments the Coalition filed in response to the Further Notice of Proposed Rulemaking in the above referenced proceeding. The Coalition noted their support of the Commission's tentative conclusion to prohibit interactive

advertising during children's programming and urged the Commission to act promptly. Members of the Coalition explained the various forms of interactivity, such as a walled garden. Coalition members discussed the rapid deployment of interactive advertising and cited numerous examples of interactive advertising in the United States. These examples were also cited in the Coalition's Reply Comments.

The Coalition members also gave the Commissioner and Mr. Bash two documents which highlight the importance of a ban on commercial interactivity during children's programming. These documents are attached to this filing.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above referenced docket. If you have any questions regarding this filing please do not hesitate to contact me at (202) 662-9543.

Respectfully Submitted,

/s/

Jennifer Prime

Attachments

CC:
Commissioner Adelstein
Eric Bash